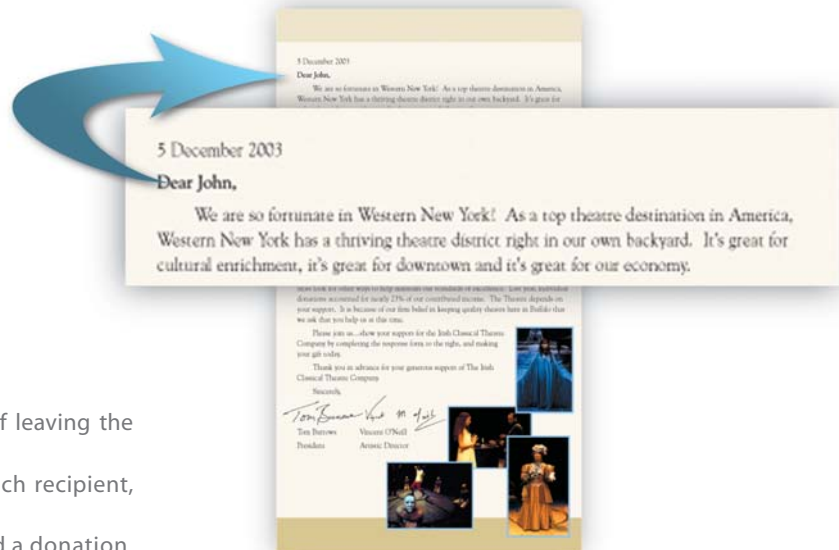


Irish Classical  
Theatre Company

this not-for-profit theatre company was dissatisfied with the annual giving response to their donation mailers. the mailers included a generic form letter, addressed to "dear subscriber" or "dear friend," stuffed into a #10 envelope with other information about the theatre and a blank reply card.

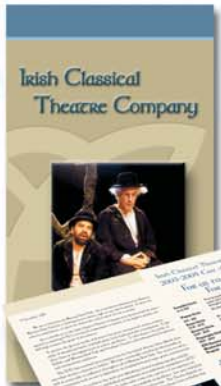
we redesigned the piece to a self-mailer with personalized copy. all of the elements were fused into an eye-grabbing, full-color annual fund piece. "dear subscriber" was replaced with the name of each individual. instead of leaving the reply card blank, we filled it out for each recipient, making it as simple as possible to send a donation.



**as a result, the theatre acquired its responses quicker. some of the respondents donated more than in past years, and more non-active donors gave again.**



Mike Raycraft Mr. & Mrs. Richard Owen  
 ROBERT David Fletcher MS. CHRISTINA KESTNER  
 GREGORY MR. THOMAS WOOL  
 ROZANNE  
 GARY John  
 Edward AL  
 Rose Cardone AL THE LEARY F  
 CARLA Carolyn Mr  
 Jennifer GUY & JOANN MOI  
 Dr. Arcudi CHA  
 BOB  
 Dr. & Mrs. Emes Karen MR. TIM RAYCRA  
 Diane  
 Julie CHUCK NICK Ms.  
 Patricia Tom  
 KENNETH Robert  
 Francesca Robert  
 Chris MR & M  
 SEAN Vincen  
 MR. THOMAS WOOL  
 JOSEPH G  
 ELIZABETH L  
 CHR  
 Mr. & Mrs. I  
 her MS. CHRISTINA  
 GREGORY BRIAN  
 ROZANNE MR. TH  
 GARY John Barba  
 Robert RAYMO  
 Edward AL  
 Rose Cardone AL THE LEARY F  
 CARLA Carolyn Mr  
 Jennifer GUY & JOANN MOI  
 Dr. Arcudi CHA  
 BOB  
 Dr. & Mrs. Emes Mr. Schw  
 Karen MR. TIM RAYCRA  
 Diane  
 Julie CHUCK NICK Ms.  
 Patricia Tom  
 KENNETH Robert  
 Francesca Robert  
 Chris MR & M  
 SEAN Vincen  
 BRIAN  
 Nicole JOSEPH GARY DAVE  
 NICHOLAS ELIZABETH LARRY  
 Mike Raycraft Mr. & Mrs. Richard Owen  
 ROBERT David Fletcher MS. CHRISTINA KESTNER  
 GREGORY MR. THOMAS WOOL  
 ROZANNE  
 GARY John Barbara Dr. & Mrs. Emes BOB  
 Edward AL RAYMOND Julie Karen MR. TIM RAYCRA  
 Diane  
 Rose Cardone AL THE LEARY FAMILY Albert CHUCK NICK Ms.  
 CARLA Carolyn Mr. Harrison MARIE Patricia Tom  
 Jennifer GUY & JOANN MORRISON  
 Dr. Arcudi CHARLIE Suzanne KENNETH Robert  
 BOB Meredith Francesca Robert  
 Mr. Schwartz Daniel Chris MR & M  
 Karen MR. TIM RAYCRAFT Mrs. Epstein SEAN Vincen  
 CHUCK NICK Ms. Sara Hays BRIAN



Irish Classical Theatre Company  
 Andrews Theatre  
 625 Main Street  
 Buffalo, NY 14203

SEPARATION OF  
 PROPERTY  
 VIA FORMS  
 FOR  
 PRINTED AND  
 E-FILED



|                 |                        |
|-----------------|------------------------|
| Name            | JOHN PIERI             |
| Company         | A-1 CONSTRUCTION       |
| Address         | 4 SHADOW WOOD DR.      |
| City/State/ Zip | EAST AMHERST, NY 14051 |
| Day Phone #     |                        |
| Evening Phone # |                        |
| Email Address   |                        |

